



The Department

Radford University

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graphicDESIGN
Radford University

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The Graphic Design emphasis in the studio art program at Radford University encompasses the full scope of visual communication. Beginning with the basic concepts of composition, layout, and orderly visual communication, undergraduate students learn to design for print and electronic media. Students learn how typography can be combined with illustration and photography to create powerful visual images. Students have access to a multimedia environment of Macintosh computers, video and digital cameras, scanners, and laser printers with software for word processing, 3D design and animation, photo manipulation, drawing, painting, and layout.

The Radford Art faculty has created a well-rounded program, and students who complete the sequence of courses will have a solid background with graphic design problem-solving skills needed to succeed within a demanding and exciting profession.

Undergraduate degrees and courses

Students may choose a B.F.A. (Bachelor of Fine Arts) Graphic Design: 70 hours. The Art Department checksheets and course descriptions in the Radford University Undergraduate Catalog list the requirements for each degree. Graphic design courses include:

- ART 280: Introduction to Graphic Design (3)
- ART 281: Graphic Design Production Techniques (3)
- ART 282: Typography and Layout Design (3)
- ART 311: Digital Photography for the Arts (3)
- ART 371: Three Dimensional Computer Art (3)
- ART 380: Intermediate Graphic Design (3)
- ART 381: Graphic Design for the Web (3)
- ART 414: Packaging and 3D Design
- ART 415: Illustration (3)
- ART 429: History of Graphic Design (3)
- ART 480: Publication Design (3)
- ART 481: Advanced Graphic Design Production Techniques (3)
- ART 483: Portfolio Preparation and Studio Management for Graphic Designers (3)
- ART 484: Seminar (1)
- ART 490: Graphic Design Practicum (15)
- ART 494: Internship
- ART 498: Independent Studies



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Students are encouraged to take courses offered by other departments that will complement the Graphic Design emphasis. Specific course descriptions can be found in the Radford University Undergraduate Catalog. Students are urged to check for prerequisites before planning schedules. Graphic Design students often take classes in the following departments:

Business

Courses in marketing, such as advertising management, retail management, sales management, and marketing consumer behavior, will help students understand the business-oriented perspectives of advertising and marketing.

Computer Science

Introduction to computers and computer graphics classes are offered for students interested in learning to write application programs for computer graphics.

Media Studies

Courses in advertising analysis, copy editing, and electronic journalism add aspects of advertising and journalism and strengthen student skills in audio and video production.

Graduate Program

Graduate students will, upon a portfolio and transcript review and committee approval, structure a specific and individualized program of studies. It is assumed that graduate students have acquired basic skills and are at a point in their artistic development where individualization is appropriate. This program may in some cases roughly follow the structure of the undergraduate courses and will often meet at the same time.

Students are responsible for reviewing their exact program with their adviser and other faculty. The M.F.A. program consists of 60 semester hours. Required courses are listed in the graduate catalog and should be discussed with a faculty adviser.

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